

West BROADWAY

Request for Qualifications



Requested by:
Urban Renewal Agency of the City of Eugene
99 W 10th Avenue
Eugene, OR 97401

Submission Due Date:
February 9, 2007 5:00 pm (PST)

<http://www.eugene-or.gov/>



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OVERVIEW

The Urban Renewal Agency of the City of Eugene seeks statements of qualifications from developers for the redevelopment of a multi-parcel downtown area along West Broadway, between Willamette and Charnelton Streets (the “Redevelopment Area”). Through this Request for Qualifications (RFQ), the Urban Renewal Agency seeks to select a qualified developer(s) with a viable redevelopment concept and the capacity to implement a well designed, urban mixed use development.



West Broadway Illustrative Study

Although the focus of the solicitation is on the qualifications of the prospective development team(s), the Urban Renewal Agency also requests each developer’s vision, including a description of the proposed mix of uses and the general configuration and scale of the concept. Responses to the RFQ should include a development team with the experience, expertise, vision, talent, and financial capability to successfully complete a mixed-use redevelopment project, based on:

- Experience with successful developments in urban areas;
- Track record of superior architectural and urban design;
- Access to financial resources consistent with project requirements; and
- Experience with public/private development.

The Urban Renewal Agency expects that the redevelopment concept will enhance and reinforce the City of Eugene’s vision for downtown and will:

- Incorporate high-quality urban design and architecture;
- Include density of development with active ground-floor uses;
- Complement the existing and planned public and private investments in the area;
- Serve as a catalyst in revitalizing the downtown area including job creation; and
- Contribute to the activity and vitality along Broadway, one of downtown Eugene’s Great Streets.

The total Redevelopment Area footprint is approximately 168,575 square feet and includes three full block faces along Broadway. Responses to the RFQ may address a comprehensive concept for the entire Redevelopment Area, a portion of the Redevelopment Area, or individual properties within the Redevelopment Area. Responses that involve a partnership approach with multiple developers for different portions of the Redevelopment Area are also encouraged.



Redevelopment of West Broadway is a key step in the implementation of the Downtown Plan and the long-term vision for downtown Eugene. The forward-thinking vision seeks to capitalize on development opportunities; strengthen downtown's role as a regional center; expand housing, cultural, and recreational opportunities; reinforce our Great Streets and special places; and strengthen the connection between downtown and the river.



West Broadway Redevelopment Area

Redevelopment Area Significance.

The Redevelopment Area is advantageously located along Broadway, one of the City's designated Great Streets and the major retail and commercial street for downtown Eugene.

Redevelopment Area advantages include:

- Significant redevelopment opportunity; the largest footprint of assembled property in the downtown core;
- Flexible redevelopment configurations and opportunities from multi-parcel site
- Adjacent to the 729-space City-owned Broadway Place parking structure; and within two blocks of three other structured public parking facilities with a combined 1,556 spaces;
- Close proximity to the downtown Eugene Public Library, an architectural landmark and a destination for over one million visitors each year;
- Close proximity to the Lane Transit District Downtown Station, a significant generator of foot traffic, and to the EmX bus rapid transit system that provides service from downtown Eugene to the University of Oregon and eastward to downtown Springfield;
- Within walking distance to numerous cultural, entertainment, retail and recreational venues;
- One block east of a well-established residential neighborhood.
- Approximately, five minute drive to Interstate 5;
- Within walking distance to approximately 2,500 residents and 11,000 employees downtown; and
- Less than one mile from the University of Oregon campus, a world-class teaching and research university with 20,400 students and 1,600 faculty.

URBAN CONTEXT

Located in the fertile Willamette Valley between the rugged Oregon Coast Range and the breathtaking Cascade Mountains, the Eugene/Springfield metropolitan area is the Pacific Northwest's fifth most populous metro area. Downtown Eugene is a dynamic regional destination where a wide-range of people come for work, commerce, entertainment, and living. Downtown has the largest concentration of employment in the region, with municipal, county, state, federal, and other professional offices patronized by citizens from throughout the metro area. The University of Oregon, a comprehensive research university, is immediately adjacent to downtown.



Downtown Eugene, Looking South



U.S. Bank Center

Commercial Office. Downtown is the premier location for commercial and government office development. With major commercial office space in the core area, including major city, county and federal government office facilities, downtown is emerging as a dense employment center. Recent additions to downtown include the 100,000 square foot U.S. Bank Center, the 38,000 square foot Heron Building, and the 64,000 square foot 10th and Mill Building.

Retail. The downtown retail environment has evolved into a mix of small, specialty retail shops catering to the population of people that work, live, and visit downtown. The 5th Street Public Market and East Broadway shops maintain an attractive mix of retail tenants and restaurants, providing a significant destination for the east end of downtown. Complementing those activities, Whole Foods, a national natural foods grocer, has plans for a 52,000 square foot store on the east end of Broadway. With the reopening of Broadway, Willamette Street, and Olive Street (formerly the pedestrian mall), signs of retail revitalization are emerging on the west side of downtown.



East Broadway Retail



Hult Center

Arts and Entertainment. Consistent nightlife opportunities, including theatre, music, and art offerings, can be found throughout downtown. The Hult Center for the Performing Arts, one of the finest performing arts facilities in the Northwest, is the site of the annual Oregon Bach Festival and the place where eight resident companies perform. Other performing arts venues are also located downtown, including the historic McDonald Theatre, the WOW Hall, Lord Leebrick Theater, Actor's Cabaret, and The Shedd Institute for the Arts, home of the Oregon Festival of American Music. Downtown also offers many galleries, fine restaurants, small music venues, and the Saturday Market and Farmer's Market that feature local artisans, growers, and international food.

Housing. A variety of housing densities and types exist downtown. Occupancy is virtually 100%, and demand for downtown housing units is growing rapidly. Approximately 300 new downtown residential units have recently been constructed, including High Street Terrace, Broadway Place, and the Aurora Building apartments. The 47-unit Tate Condominium project was completed in September, 2006. WestTown on 8th, an 111-unit mixed-income housing project, is scheduled to begin construction in December 2006. The Urban Renewal Agency recently selected TK Partners/(KemperCo) to develop a 106-unit condominium project at 10th Avenue and Charnelton Street. The project is expected to break ground in late 2007.



Broadway Place

REDEVELOPMENT AREA INFORMATION

Location. The Redevelopment Area is located in the western portion of the central business district of Eugene's downtown core. Properties in the Redevelopment Area are located primarily along West Broadway between Willamette and Charnelton streets. The Redevelopment Area is located within the Downtown Urban Renewal District. (See Appendices A – C for the context map, aerial map, and plat map.)

Property Description. Nearly all of the properties in the Redevelopment Area face Broadway. With the exception of the Centre Court Building, the properties are one and two story structures with small store fronts. The Centre Court Building is a five story structure, used for many years as a J.C. Penney's Department Store and, more recently, used for office and ground floor retail. The building has been vacant since 2000 and stands at a prominent corner of downtown, the intersection of Broadway and Willamette Street.

The Washburn Building is the only structure in the development area with intact historic character. It is listed as a primary ranked property in the Downtown Cultural Resources Survey. The building is a two story brick-faced structure, one-half block in length, with ground floor retail and professional offices on the second floor. The Centre Court building and Washburn building may have reuse potential.



Centre Court and Washburn buildings



West Broadway

All of the properties in the Redevelopment Area have been severely impacted from the relocation of major retailers, including Sears, Bon Marche, J.C. Penney's, Woolworths and Kaufman's. In addition, retail uses along Broadway declined over the 20-year period of the unsuccessful downtown pedestrian mall. In 2002, the City reopened Broadway to automobile traffic and made a significant investment in streetscape improvements for this area.



Lane Transit Downtown Station

Urban services. A full range of urban services serves the Redevelopment Area. Utilities available include water, sewer, gas, electricity, steam heat, and cable television. Developers should review utility information to determine availability and capacity for their proposed projects. The Redevelopment Area is well served by public transit. The Lane Transit District Downtown Station, with over 10,000 visitors a day, is one block south of the Redevelopment Area. The EmX bus rapid transit system, linking downtown Eugene, the University of Oregon and downtown Springfield, and the Breeze, a shuttle between the University of Oregon, downtown, and Valley River Center, are one block south of the Redevelopment Area.

Redevelopment Area Context. The Redevelopment Area is located in an area of significant public and private investment. Nearby development includes the new \$30 million downtown Eugene Public Library, a destination for the entire community, with approximately 4,000 visitors per day. The Lane Transit District Downtown Station is a block south of the Redevelopment Area. At the west end of the Redevelopment Area is Broadway Place, a mixed use development with 729 public parking spaces, 170 apartment units, and ground-floor retail. Demand for Broadway Place apartments is high, with virtually zero vacancies. Two other public parking structures are located within one block of the Redevelopment Area, the Overpark on the east end (598 spaces), and the Parcade on the north end (438 spaces). The Hult Center public parking structure (520 spaces) is located two blocks north of the Redevelopment Area.



Broadway Place Parking

The Westside Neighborhood, a dense, residential area is one block west of the Redevelopment Area. Other adjacent and nearby uses include professional offices and specialty retail shops. The site for the TK Partners/(KemperCo) 106-unit residential condominium project is immediately adjacent to the Redevelopment Area and across the street from the Eugene Public Library. See Appendix D for a complete area profile.



Tiffany Building

Zoning. The Redevelopment Area is zoned C-3, Major Commercial District, which allows a broad range of uses. The Major Commercial regulations are intended to accommodate office and retail uses, government and educational opportunities, culture and entertainment facilities, multi-family housing, hotels, and services that attract people from the entire metropolitan area. The building height limit is 150 feet. The Redevelopment Area is located within the parking exempt zone; therefore, on-site parking is not required. Land use application fees are waived for projects within downtown.

The Redevelopment Area is located within the Transit Oriented Development Overlay Zone. The overlay zone is intended to promote the creation and retention of mixed land uses in areas with high potential for enhanced transit and pedestrian activity. The development standards for this district provide for intensification of development and require a minimum density of 2.0 floor to area ratio (FAR). The standards are designed to encourage compact urban growth, opportunities for increased choice of transportation mode, reduced reliance on the automobile, and a safe and pleasant pedestrian environment.

The Broadway Overlay Zone applies to properties facing Broadway between Charnelton and Oak streets, including properties in the Redevelopment Area. The purpose of the overlay zone is to create and reinforce a pedestrian-friendly, high quality urban environment with compatible commercial, residential and recreational uses. The overlay zone contains development standards that apply to new structures or substantial renovations. The standards primarily focus on the overall orientation of the building and the design of the ground floor. The ground floor design standards include requirements such as substantial glazing, minimal setbacks, awnings or canopies. Auto-oriented uses including new drive-throughs are not permitted in this zone. Modifications to standards in the Broadway and Transit Oriented Development Overlay Zones are possible through an adjustment review application.



East Broadway Retail

PROPERTY ASSEMBLY

The Urban Renewal Agency has secured assignable purchase options on the majority of properties within the Redevelopment Area and is in the process of negotiating purchase options for the remaining properties. The purchase options range in duration and price, with a majority of the option periods being six months with an additional six-month extension period. Based on responses to this RFQ, the Agency is willing to further negotiate purchase option time extensions as appropriate.

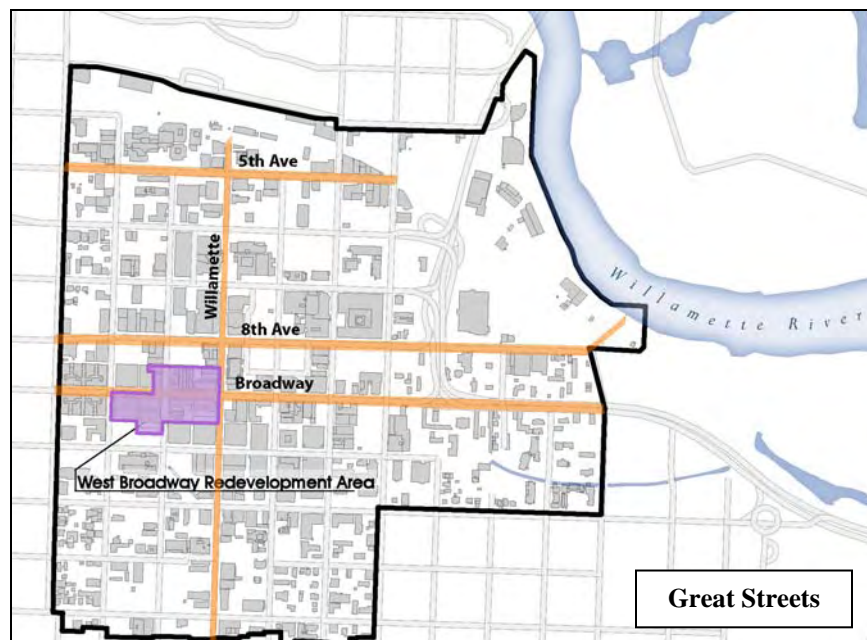
The Agency has several alternatives with regard to the purchase options. The Agency may choose to assign the options to the selected developer(s) or acquire some or all of the properties with the intent to sell the property to the selected developer(s). The Agency prefers to assign the options to the greatest extent possible.

The Agency is willing to consider a variety of proposals for the Redevelopment Area as part of a comprehensive redevelopment concept for West Broadway. RFQ responses may address all of the properties, less than all of the properties but more than one, or a single property within the Redevelopment Area.

DEVELOPMENT POLICY

A Vision for Greater Downtown Eugene. In 1999, the City of Eugene led a citizen intensive visioning process for downtown. Adopted in 2000, the Vision for Greater Downtown Eugene seeks to expand housing, entertainment, recreational and cultural activities downtown and to strengthen downtown's role as a dense regional center for employment, government, and education. The Vision designates Broadway as a "Great Street," a pedestrian-oriented downtown destination with diverse, high quality and high density development. Copies of the Vision are available upon request.

Downtown Plan. Based on the ideas in the Downtown Vision, the 2004 Eugene Downtown Plan lays out aspirational policies for the character and development of downtown, including the Redevelopment Area. The central themes in the Plan are to a) reinforce downtown Eugene as a strong regional center and b) strengthen downtown as a cultural center and the center of community life. The Plan calls for development of downtown as an urban center with unique qualities, character, vitality, intensity, and diversity of uses. The Urban Renewal Agency encourages proposals that are consistent with the policies and strategies identified in the Plan. Copies of the Plan are available upon request.



Downtown Plan Boundary and Great Streets

Urban Renewal Plan. The 2004 Urban Renewal Plan for Central Eugene Project (Downtown Urban Renewal Plan) supports the direction and policies of the Downtown Plan. A primary goal of the Downtown Urban Renewal Plan is to 1) strengthen the economic conditions of the plan area and to improve downtown's importance in the region by strengthening its economic base and 2) enhance its role as a central location for public and private development and investment. Copies of the Downtown Urban Renewal Plan are available upon request.

DEVELOPMENT OBJECTIVES

The redevelopment of West Broadway presents a significant opportunity for new structures, uses and activities in an increasingly vital area of downtown. The Redevelopment Area is surrounded by a wide variety of uses, including civic, cultural, residential, retail, and office. There is an existing strong pattern of pedestrian activity on Broadway, Willamette Street, Olive Street, Charnelton Street, and 8th Avenue with active first floor uses on surrounding blocks.

The overall concept for the Redevelopment Area is a dense, multi-story, mixed use, urban development. The mix of uses desired includes a broad range of downtown urban activities, such as retail, residential (ownership or rental, for a range of incomes), office, hotel, theatres and restaurants. Active uses are particularly desired on the ground floor to encourage an inviting, lively pedestrian realm. Job creation is also strongly desired as a direct outcome for the Redevelopment Area.

Downtown housing is essential for creating a critical mass to support retail and to concentrate populations where transit, amenities and services are easily and efficiently available. Redevelopment concepts for the area should recognize the opportunity to address the significant need and demand for housing units. Preferred concepts will include high density housing, with a range of ownership, rental, and mixed income options.

The appropriate scale, orientation and design of structures are of critical importance to the success of the Redevelopment Area. The standards of the Broadway Overlay Zone and the Transit Oriented District Overlay Zone describe the desired architectural and urban form of the buildings. Multiple stories are strongly encouraged. Buildings should be brought out to the sidewalk, with entrances facing the street. The design of the first floor is also critical; use of quality materials and architectural details that provide elements of scale and visual interest is essential. If parking is included, preferred solutions are underground or embedded spaces.

The Urban Renewal Agency encourages creativity in project design and intends to allow flexibility provided that the proposal is consistent with the Eugene Downtown Plan, the Eugene Land Use Code, and the objectives provided in the RFQ.

EVALUATION OF RESPONSES

The Urban Renewal Agency will evaluate the responses to the RFQ based on six criteria:

- A. Team qualifications
- B. Redevelopment concept
- C. Timeliness and market feasibility
- D. Financial capability
- E. Public Benefit
- F. Consistency with City policies and goals

The evaluation criteria are described below.

A. Team Qualifications. The Urban Renewal Agency seeks responses from development teams who are capable of completing a dynamic project within the Redevelopment Area. Relevant team qualifications include experience with similar downtown redevelopment projects and the capacity to initiate and complete a viable concept. Applicants must demonstrate the abilities and qualifications listed below.

1. Experience with successful developments in urban areas.
2. Track record of superior architectural and urban design.

B. Redevelopment Concept. The Redevelopment Area has the potential to become an inviting urban environment and to strengthen the overall desirability of downtown in the regional marketplace. The Urban Renewal Agency is looking for a concept that addresses the potential of the Redevelopment Area and contributes to a well designed, vibrant urban environment. Conceptual architectural images are encouraged but not required; however, the narrative description should be of sufficient detail to demonstrate an understanding and an approach to the factors listed below.

1. Urban Design

The redevelopment concept will incorporate elements that contribute to an inviting pedestrian environment. These include but are not limited to characteristics such as prominent entries facing public streets, buildings with minimal or no setbacks from the sidewalk, and appropriate treatment of parking, such as embedded or adequately screened structures.

2. Active Uses

The redevelopment concept will incorporate a diverse mix of uses that bring local and regional visitors downtown day and evening, and will contribute to an active, around-the-clock, 24 hour downtown. The mix of uses will include active ground floors, such as retail and entertainment, employment center for jobs, and residential opportunities (ownership and rental).

Mixed-use development refers to the practice of containing more than one type of use or activity in a building or set of buildings or blocks. The mix of uses can vary widely but typically includes a higher density combination of residential, commercial, industrial, office, institutional, or other activities. The uses are typically in close proximity, pedestrian friendly, and compatible with multi-modal transportation.

3. Sustainable Development

Eugene seeks to meet its present environmental, economic, and social needs without compromising the ability of future generations to meet their own needs. Incorporation of sustainable development components will be considered, including:

- a. Multi-story, efficient use of the development area, green building features such as Leadership in Energy and Environmental Design (LEED) standards.
- b. If housing is proposed, inclusion of mixed income units.
- c. If job creation is a likely outcome, availability of high quality jobs.

C. Timeliness and Market Feasibility. The Urban Renewal Agency is seeking a feasible redevelopment concept. Preferred concepts will include:

1. Projection of a reasonable time line for development.
2. Understanding of market potential for the proposed concept.

D. Financial Capability. The Urban Renewal Agency will consider the financial capability of the development team(s) as it relates to project feasibility. Preferred respondents to the RFQ will demonstrate:

1. Capacity to prepare a detailed financial analysis and cost estimate for project development and operation.
2. Evidence of financial capacity to implement the proposed concept.
3. Track record of completion of similar projects within budget (or with modified budgets or financing).

E. Public Benefit. The Urban Renewal Agency will consider the overall public benefit provided by the redevelopment concept, including the financial impact that the project will have in the Downtown Urban Renewal District. Preferred concepts will include:

1. Cohesive, comprehensive concept with multiple properties, high density and complete block faces.
2. Efficient use of public resources.
3. New tax increment revenue resulting from the redevelopment.
4. If housing is proposed, inclusion of mixed income units.
5. Job creation within the Redevelopment Area.

F. Consistency with City Policies and Goals.

The Downtown Plan is the primary policy document for public and private decisions in the downtown area. Other plans and policy documents also apply, including the Downtown Urban Renewal Plan and the Growth Management Policies. The Urban Renewal Agency expects that experience of the development team and the proposed redevelopment concept will be consistent with the policies and goals for downtown as reflected in these documents.

SUBMISSION REQUIREMENTS

A. Team Qualifications

1. Provide the name, address, telephone numbers, and e-mail addresses of the development team. Identify the principal individual(s) within the development team authorized to serve as the spokesperson for the team.
2. Identify and describe any relationship the development team may have with subsidiaries, joint venture partners, or others who are significant to the project.
3. Provide documentation demonstrating that the development team is qualified to undertake the proposed project, including:
 - a. Resumes of key development team members, including architectural team members;
 - b. Experience completing projects similar to the redevelopment concept; and
 - c. Experience with public/private development.
4. Provide examples of prior projects completed by members of the development team that demonstrate high-quality architectural and urban design relevant to the Redevelopment Area. Include as much of the following information as possible: site plans, images of completed projects, total development cost, total building area by use, role in project, financing structure and development partners.

B. Redevelopment Concept

1. Provide a description of the redevelopment concept including identification of the properties involved, proposed scale and mix of uses. Describe how the concept meets the urban design, active uses, and sustainable development objectives for the Redevelopment Area.

C. Timeliness and Market Feasibility

1. Describe the preferred property acquisition strategy. Be specific about which Urban Renewal Agency controlled properties are to be acquired, the timing of such acquisition, and the necessity of other property acquisition or agreements with other property owners or development partners.
2. Provide a preliminary schedule for implementation of the concept, including any identified phases. The schedule should provide for development in a logical and expeditious manner.
3. Describe the appropriateness of the proposed development concept relative to local market conditions.

D. Financial Capability

1. Provide a preliminary financing strategy for the redevelopment concept including preliminary identification of equity and debt sources.
2. Demonstrate previous experience with financing similar developments in urban areas.
3. Provide a statement indicating willingness to submit corporate financial statements or other documents presenting the financial condition of the development team.

E. Public Benefit

1. Describe how the redevelopment concept will integrate with and enhance downtown.
2. Describe the level of public assistance requested for the proposed project.
3. Describe benefits in terms of financial return to the city, number of housing units with range of incomes, and potential jobs created.

SELECTION PROCESS AND SCHEDULE

The Urban Renewal Agency will conduct a fair and impartial process for the selection of a developer(s) based upon satisfaction of the development objectives in this RFQ. The Urban Renewal Agency may utilize a combination of City of Eugene staff and professional third parties in the review process. Following the initial review, some or all of the respondents may be interviewed or contacted to provide clarification or amplification of the material submitted.

Eugene City Council, acting as the Urban Renewal Agency, will select a developer(s) for the Redevelopment Area who will then be expected to enter into exclusive negotiations with the Urban Renewal Agency for the purpose of negotiating a definitive development agreement. The Urban Renewal Agency may elect to reject all responses.

Preliminary Schedule. The selection process is expected to be completed in the spring of 2007. The time period does not include negotiation of the disposition and development agreement. The preliminary schedule for the process is as follows:

Urban Renewal Agency issues Request for Qualifications	December 8, 2006
Responses to RFQ due	February 9, 2007, 5:00 pm (PST)
Staff review of responses completed	February 20, 2007
Interviews/supplemental information requests due	March 2, 2007
Urban Renewal Agency review of responses	March 2007
Urban Renewal Agency selection of developer(s)	March - April 2007

SUBMITTING RFQ RESPONSES

The Urban Renewal Agency invites responses from prospective developers setting forth the qualifications of the development team(s), a description of the redevelopment concept, property or properties involved, and other information requested in this RFQ. **The deadline for submitting responses is 5:00 p.m. (PST) on Friday, February 9, 2007.**

Please submit five original copies, **plus** an electronic version of the entire RFQ response on CD-ROM.

Responses should be addressed to: Denny Braud
Urban Renewal Agency of the City of Eugene
99 W. 10th Avenue
Eugene, OR 97401

DESIGNATED CONTACTS

The following City of Eugene staff members are the designated contacts for information or questions related to the RFQ:

Denny Braud	541-682-5536	Email: denny.braud@ci.eugene.or.us
Mike Sullivan	541-682-5448	Email: mike.c.sullivan@ci.eugene.or.us

Community Development Division
99 W. 10th
Eugene, OR 97401
Fax: (541) 682-5572

For general City information, please visit the City of Eugene website at:
<http://www.eugene-or.gov/>

OTHER INFORMATION

The development objectives listed in the RFQ will be used for evaluation of the qualifications of the team, demonstrations of past performance, and the quality of the proposed concept. All or part of the objectives may or may not be implemented in the final agreement with the chosen developer(s). The Urban Renewal Agency reserves the right to negotiate details within the objectives after acceptance of the proposal and prior to the final agreement. The Urban Renewal Agency also reserves the right to modify the selection process including extending the timeline for responses or other aspects of this development offering, at its sole discretion.

The Urban Renewal Agency reserves the right to accept responses to the RFQ, even if the respondent has not submitted all information referenced in the RFQ. The Urban Renewal Agency reserves the right to reject all submittals in response to the RFQ without cause.

In the interest of a fair and equitable selection process, the Urban Renewal Agency retains the sole responsibility to determine the timing, arrangement, and method of proposal presentations throughout the selection process. Respondents are cautioned not to undertake any activities or actions to promote or advertise their proposal except in the course of authorized presentations.

All facts and opinions stated in the RFQ and all supporting documents and data are based upon information available from a variety of sources. No representation or warranty is made with respect thereto.

APPENDICES

A. Context Map

B. Aerial Map

C. Plat Map

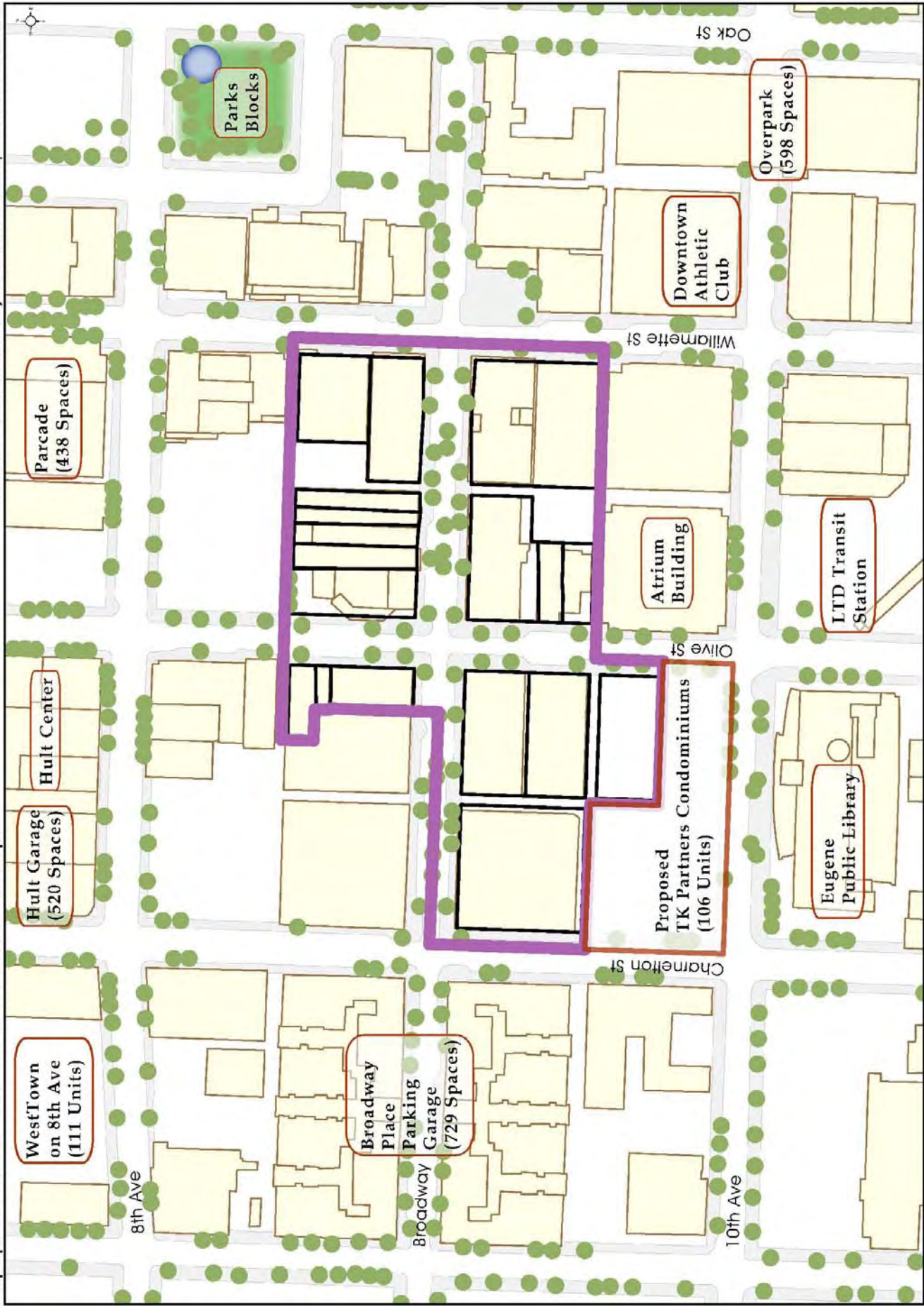
D. Area Profile

E. Downtown Tools and Incentives



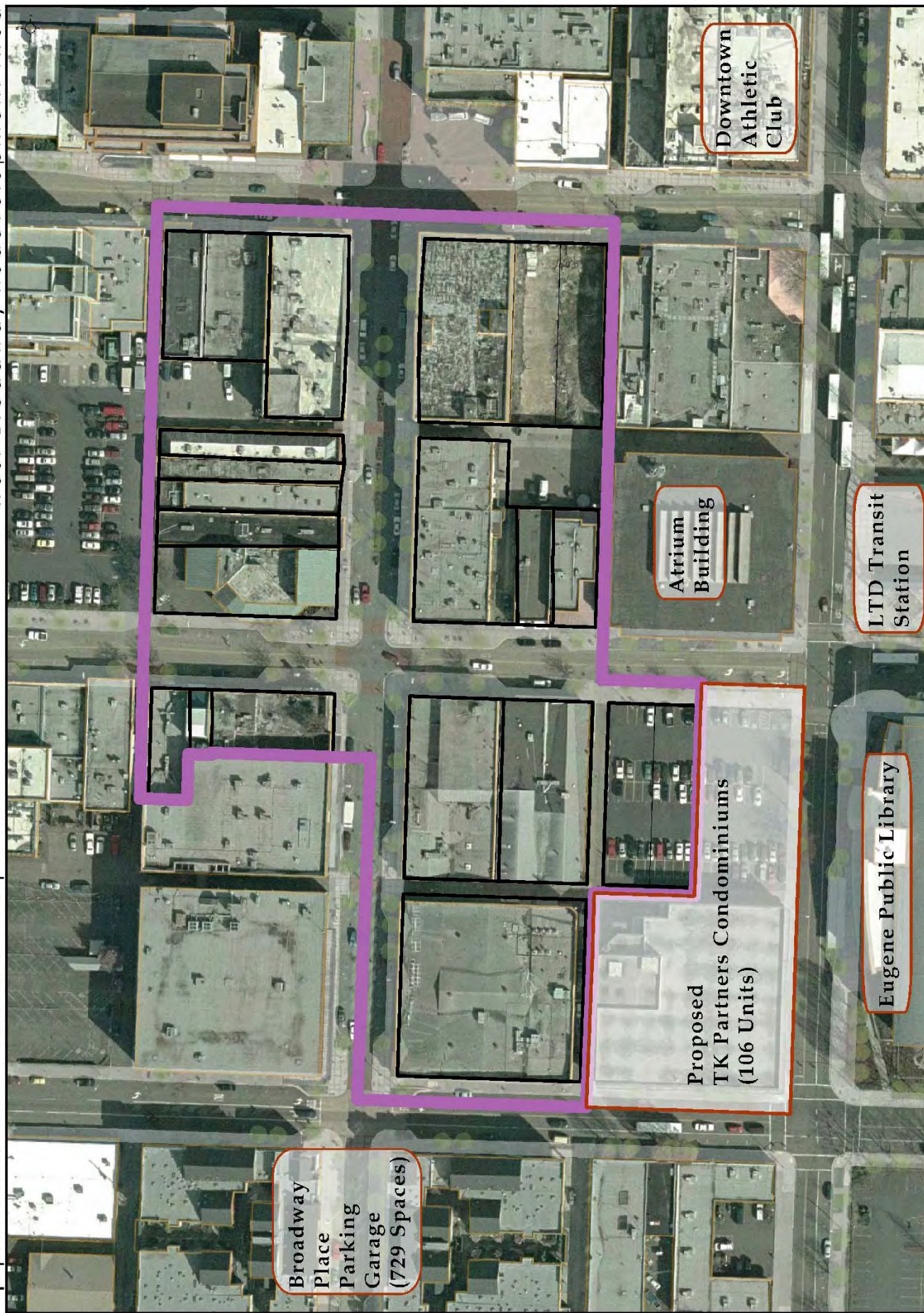
Appendix A. Context Map

West Broadway Redevelopment Area



Appendix B. Aerial map

West Broadway Redevelopment Area

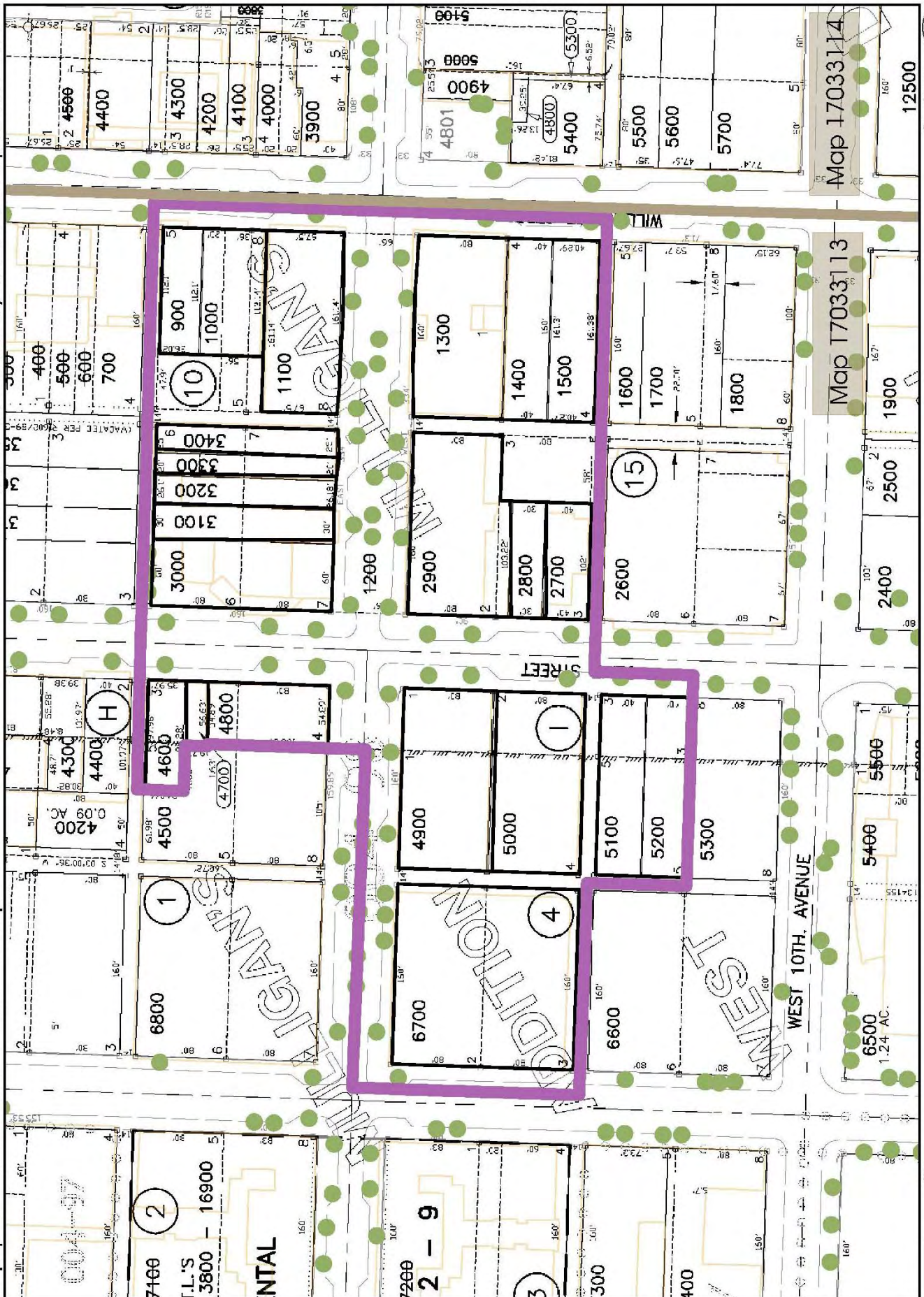


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Caution: This map is based on imprecise source data which is subject to change. It is for general graphical reference and is not intended for legal, engineering or surveying purposes.

Appendix C. Plat Map

West Broadway Redevelopment Area



Appendix D

AREA PROFILE

RECENT DOWNTOWN DEVELOPMENT PROJECTS

Broadway Place

The Broadway Place mixed-use project includes 170 units of residential apartments constructed over a 729 stall publicly-owned parking garage. The active ground floor includes 14,000 square-feet of commercial space occupied by a mix of retail, restaurant, and office uses. The market-rate apartments range in size from studio lofts to two-bedroom units. This unique public/private partnership is a major anchor for the downtown core area.



Downtown Public Library

The new Eugene Public Library is an architectural showpiece and civic landmark for downtown. The 94,000 square-foot, \$36 million library opened in December 2002. With an estimated 3,000 visitors per day, the new library has become a magnet for activity in the downtown.



Broadway Street Reopening

In the early 1970s, several blocks of downtown streets were closed to automobile traffic and converted to a pedestrian mall. Like many other communities that experimented with downtown pedestrian malls, Eugene experienced a steady decline in commercial activity within the mall. In September 2002, the remaining three blocks of the former pedestrian mall on Broadway were reopened to automobile traffic. Landscaping, street furniture, art, surface treatments, narrow travel lanes, and other design elements have been used to transform Broadway into one of downtown's "Great Streets."





Aurora Building Apartments

In 2003, St. Vincent dePaul Society of Lane County completed a \$7.5 million mixed-use development that includes 54 apartments with ground floor commercial retail. The Aurora Building, located at 11th Avenue and Oak Street, provides affordable housing in a downtown setting close to urban services and transportation. The Aurora features a unique geothermal heating and cooling system.

Wayne Morse Federal Courthouse

The General Services Administration completed the new 250,000 square-foot, \$80 million federal courthouse in November, 2006. The City of Eugene assembled approximately nine acres near the Willamette River to accommodate the new Courthouse and adjacent development. The Courthouse will be a landmark development for downtown and is a catalyst for the vision to reconnect downtown to the Willamette River.



Tate Condominiums

The Tate Condominiums, a 47-unit mid-rise condominium project at the southern edge of downtown, was completed in October 2006. The City of Eugene participated in this project by selling a 0.8 acre surface parking lot and providing a multi-unit property tax exemption (MUPTE). The market-rate residential condominiums have sold in the \$300,000 - \$400,000 range.

DOWNTOWN DEVELOPMENT PROJECTS UNDERWAY

LTD EmX/ Bus Rapid Transit

Eugene is implementing one of the most ambitious Bus Rapid Transit (BRT) systems in the country called the Emerald Express, or EmX. The first segment is underway and will provide a four-mile link from downtown Eugene past the University of Oregon campus to downtown Springfield. Named one of the Federal Transit Administration's ten national BRT demonstration projects, Eugene's first BRT segment is scheduled for completion in 2006.



WestTown on 8th

The City of Eugene recently transferred ownership of a downtown development site to Metropolitan Affordable Housing Corporation to construct 111 apartment units in a six story building. The site is located on 8th Avenue, between Charnelton Street and Lincoln Street, adjacent to the WOW Hall performing arts venue. The \$15.8 million project will include nine live-work units along 8th Avenue and seventy-four embedded parking spaces. The mixed-income housing project will begin construction in December 2006.

PLANNED DOWNTOWN DEVELOPMENT PROJECTS

Whole Foods Market

Whole Foods Market has proposed a 52,000 square foot store in downtown as part of a full-block development on East Broadway. The proposal includes two levels of parking above the store. Plans for this \$25 million public/private partnership also include an adjacent public parking garage with ground floor commercial space. Whole Foods is anticipated to be a major anchor for future development in the East Broadway district and to play a critical role in the enhancement of downtown's connection to the Willamette River. The project is currently undergoing a cost analysis and value engineering.



Kemper Condominium Project

The Kemper condominium proposal was selected by the Eugene Urban Renewal Agency in October 2006 through an RFP process for the 10th and Charnelton Site. The proposal includes 106 market rate condominiums in a mix of three, four and five story structures, with underground and ground level parking. The project will also include a small commercial structure and a plaza. The project is expected to break ground in late 2007.

Appendix E

DOWNTOWN TOOLS AND INCENTIVES

Vertical Housing Development Zone

The West Broadway Development Area is located within the Downtown Eugene Vertical Housing Development Zone. Established under state law, Vertical Housing Development Zones encourage mixed-use projects that provide dense urban-style development or redevelopment. Specifically, an eligible project consists of ground-level commercial with one or more upper floors of residential housing that has been newly constructed, reconstructed or rehabilitated. The program offers a 10-year property tax exemption on the new structure, or incremental change in the property value of the building that comprises the project. The program grants a tax exemption of 20% for each floor of housing that is incorporated above ground floor commercial, with a maximum tax exemption of 80% for any single project. Tax exemption requests are reviewed and approved by the State of Oregon. The exemption is effective upon initial occupancy or re-occupancy.

Multi-Unit Property Tax Exemption

The West Broadway Development Area is located within the Multi-Unit Property Tax Exemption (MUPTE) boundary. The MUPTE program is enabled under state law to stimulate the construction of multi-unit housing in the core area and to ensure use of the core area as a place where citizens have the opportunity to live as well as work. Projects eligible for the tax exemption include construction, addition, or conversion of rental or ownership multi-unit housing. The MUPTE program offers a property tax exemption on the new structure or incremental change in the property value of the building that results from the project, for a maximum of 10 years. Projects are required to address specific quality standards established in the program. Tax exemption requests are reviewed and approved by the Eugene City Council.

Brownfield Economic Development Initiative/HUD Section 108

The City of Eugene was awarded a \$2 million Brownfield Economic Development Initiative (BEDI) grant to assist with redevelopment of abandoned, idled and underused properties within the Downtown and Riverfront urban renewal districts. BEDI funds must be used in conjunction with, and for projects financed with, a HUD Section 108 guaranteed loan. Section 108 provides communities with a source of financing to support large-scale economic development, housing rehabilitation, and public facility projects. The City of Eugene is in the process of finalizing a Section 108 borrowing to combine with BEDI grant funds. The combination of funds will create a loan pool to assist downtown redevelopment projects.

Downtown Urban Renewal District

The West Broadway Development Area is located within the Downtown Urban Renewal District. The District utilizes tax increment financing to stimulate private investment within the District. Urban renewal projects include property acquisition, public infrastructure, public amenities, and other improvement projects that enhance the form and function of downtown.

Parking

The West Broadway Development Area is located within a parking exempt zone; therefore, on-site parking is not required. Three large public structured parking facilities are located within two blocks of the development area, including the 729-space Broadway Place structure at Broadway and Charnelton Street, the 596-space Overpark at 10th Avenue and Oak Street, and the 438-space Arcade at 8th Avenue and Willamette Street. The City of Eugene offers monthly parking permit discounts of up to 30% for businesses that participate in the alternative modes program and make bulk purchases.

Downtown Revitalization Loan Program

The Downtown Revitalization Loan Program is a flexible financing program designed to encourage investments within the Downtown Urban Renewal District that contribute to the economic vibrancy and density goals for downtown. The program is also designed to be responsive to unique redevelopment opportunities, specific downtown redevelopment challenges, and specific individual project financing needs.

Downtown Service District

The West Broadway Development Area is located within the Downtown Service District. The Service District provides an enhanced level of maintenance and security services. Property owners within the Service District are assessed a service fee of approximately \$0.01 per square foot per month of occupied floor space. Housing is exempt from the service fee.